

October 8, 1945

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 5, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	"FUR FASHIONS" NEW FUR MAGAZINE "Fur Fashions," a new quarterly fur magazine for the trade, with a complete picture of fur fashions in addition to informative articles on fur merchandising, promotion, and sales training. Editor: Gertrude L. Rossiter. Associate Editor, Sandra Munsell. Managing Editor, Trudy Brent. Contact: Rubin Uslander, Business Manager, CA. 5-8728. Subscription: \$2.00 a year.	WELLS PUBLISHING CO.	8 EAST 41ST STREET
Just Issued	ADVANCE RAYON TEXTILE COLOR CARD High-spirited "Jubilant Colors" are featured in advance rayon collection for Spring 1946, which the Textile Color Card Assn has just released to its members. Contact: Margaret H. Rorke, Managing Director, CA. 5-5881.	TEXTILE COLOR CARD ASSN OF UNITED STATES	200 MADISON AVENUE NEW YORK CITY 16
Now Going On- Dec. 31	WINDOW DISPLAY CONTEST FOR NEW COLOR Launching its new Fall color, "Chinese Red," Chen Yu, of Associated Distributors Inc., is sponsoring a \$5,000 Victory Bond Contest for the best October and November window displays featuring the new color. 8 x 10 photographs must be submitted by Dec. 31. Contact: Chen Yu Inc., 200 E. Illinois St., Chicago, Illinois.	CHEN YU	ALL OVER THE COUNTRY
Friday Oct. 5 3:15 P.M.	"TIPS FOR THRIFTY" AT COOKING SESSION Instruction in cooking tasty dishes that are easy on the pocketbook. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Friday Oct. 5 4:00 P.M.	FASHION SHOW FOR TEEN-AGE GIRLS <u>Simplicity--Calling All Girls</u> double feature fashion show with Nancy Pepper, editor of "Calling All Girls" Magazine as special guest. Ready-to-wear clothes will be modeled by 15 members of Calling All Girls Club. Mary Joan Finlay of the Simplicity Pattern Co. will illustrate the making of teen-age clothes. Open to public. Publicity: Robert J. Powderly, Mitchell 2-8000, Ext. 124.	KRESGE-NEWARK (715 BROAD ST.)	THIMBLEBERRY ROOM 7TH FLOOR
Friday Oct. 5 4:00 P.M.	FASHION PRESENTATION AT FLOWER SHOW Bamberger's Specialty Shop fashions will be presented at the 2nd annual Garden State Flower Show, whose theme is "One World Through Gardening". Twenty-two classes of flower arrangements will high-light the exhibit; also, thirty-five competitive horticultural events and eleven special classes. Admission: \$1.00 plus tax. Bamberger Publicity: Mary Grizzard, Market 2-1212, Ext. 2312.	L. BAMBERGER & CO. & GARDEN CLUB OF N. J.	TENNIS CLUB SOUTH ORANGE, N. J.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, OCTOBER 7, 1945</u>			
Oct. 7	NATIONAL FIRE PREVENTION WEEK		
Sunday	SEVENTH NEW YORK	MRS. JOHN FREEMAN BROWN	WALDORF-ASTORIA
Oct. 7-	ANTIQUES EXPOSITION		PARK AVE, & 50TH ST.
Oct. 12	Bi-annual Antiques Show under management of Mrs. John Freeman Brown, in		
1:00 P.M.-	Jade and Basildon Rooms and Astor Gallery at Waldorf-Astoria--"a wealth		
10:30 P.M.	of antiques to see and to buy!" Tickets: \$1.20. Contact: Mrs. John Brown, EL. 5-3000, Room 6-V.		
Monday	LUNCHEON FASHION	GUNTHER	ST. REGIS HOTEL
Oct. 8	SHOWING	(666 FIFTH AVE.)	IRIDIUM ROOM
1:00 P.M.	Fall and Winter ready-to-wear apparel and Gunther Originals in gowns and		
Luncheon	furs will be shown during luncheon. Open to public. Press by invitation. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Monday	"MAGIC ON THE	GIMBEL BROTHERS	4TH FLOOR
Oct. 8	SQUARE" FASHION SHOW		FABRIC DEPT.
2:30 P.M.	Cohama Fabrics in cooperation with McCall Pattern Co. will present a demonstration and fashion show of 14 outfits, using Cohama Dressmaker Squares and McCall Patterns. Commentator: Violet Traube of the McCall Pattern Co. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.		
Monday	USES OF FLOWERS	HORTICULTURAL SOCIETY	598 MADISON AVENUE
Oct. 8	FOR THE HOME	OF NEW YORK	
2:30 P.M.	Opening the program for the 1945-1946 season with a talk on "Table Settings" by Hazel Heissenbittel, well known lecturer on the many uses of flowers for the home. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.		
Monday	NEW BOOKLET:	ALLIED KID	100 GOLD STREET
Oct. 8	"KIDS & GOATS"	COMPANY	NEW YORK 7, N.Y.
	"Kids & Goats", a booklet describing processes in the tanning, coloring and finishing of kid leathers, and the care of kid shoes. Illustrated with pictures and amusing drawings. Available to training departments of stores, teachers of retailing, vocational education, etc. Contact: Rhea Nichols or Helene O'Hara, BE. 3-2840.		
Tuesday	"SOLVING POST-WAR	NATIONAL RETAIL	PENNSYLVANIA HOTEL
Oct. 9	MERCHANDISING PROBLEMS"	DRY GOODS ASSN.	GEORGIAN ROOM
10:00 A.M.	An all-day meeting of the Merchandising Division, NRPGA, with discussions of post-war merchandising problems. Open to members. Contact: PE. 6-2155.		
Tuesday	SHOWING OF DAYTIME	JONAI INC.	RITZ CARLTON HOTEL
Oct. 9	AND EVENING FASHIONS	(408 PARK AVE.)	OVAL ROOM
1:00 P.M.	Fall and Winter fashions for daytime and evening wear will be shown during		
Luncheon	luncheon, including sheer woollens for street wear, short and long dinner gowns, and many 2-piece outfits. Open to public. Press by invitation. Contact: PL. 5-3500. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday	PRESS SHOWING OF NEW	AQUATOGS	ST. REGIS HOTEL
Oct. 9	RAINCOAT FASHIONS		PENTHOUSE
3:00 P.M.	"Rain and Champagne Party" featuring new raincoats for Mother and Daughter in a galaxy of colors and materials, with hood and umbrella ensembles. Press strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 9 4:30 P.M.; 7:30 P.M.	FASHION WRITING COURSE COMPLIMENTARY SESSIONS As an introduction to her course in Fashion Journalism, Contemporary Fashions and Fashion Background, Marie Stark will give a complimentary lesson Tuesday, Oct. 9. To obtain a free card of admission, contact: Dorothy Tyroler, CO. 5-2077.	MARIE STARK TRAPHAGEN SCHOOL	1680 BROADWAY AT 52ND STREET
Wednesday Oct. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Gay and dressy post-war fashions for Fall and Winter will be featured by Arnold Constable during luncheon. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. & 40TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 10 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON Mme. Pauline presents her advance collection of Fall and Winter hats during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.	MME. PAULINE (6 EAST 53RD ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 10 2:00 P.M.	FIRST IN SERIES OF COOKING CLASSES "Grandma Is Taught New Tricks In Cooking" is the theme of first in series of 5 cooking classes to be given by the Nutrition Service of the American Red Cross, N. Y. Chapter. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY & 9TH ST.	HOME STORE 3RD FLOOR
Wednesday Oct. 10 4:00 P.M.	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's prevue for the Fashion Press of their 1946 Resort and Spring Collection of sports fashions for this postwar world. <u>Strictly by invitation</u> , which must be presented at the door. Showing to the trade in McMullen Showroom, 475 F.fth Ave., from Oct. 11. Publicity: Abigail A. Johnson, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVE.)	RITZ CARLTON HOTEL GRAND BALLROOM
Beginning Wednesday Oct. 10 7:00 P.M.	ANNUAL SURVEY OF ADVERTISING COURSE The 17th Annual <u>Survey of Advertising</u> Course will begin with open-house on Wednesday, Oct. 10. Classes on Monday evenings, from Oct. 15 to April 1, including lectures by 23 authorities in advertising and related fields, several field trips, and a laboratory evening. The program will be divided into 3 parts: Planning An Advertising Campaign; Advertising Distribution; Jobs In Advertising. All enrolled students may compete for scholarships for further advertising study. Price of course: \$10.00. Contact: Mildred Blake, WI. 7-5643.	ADVERTISING WOMEN OF NEW YORK INC.	HERALD TRIBUNE BLDG. 9TH FLOOR
Wednesday Oct. 10 7:30 P.M.- 9:30 P.M.	SECOND SESSION: FASHION TRAINING COURSE Subject: "Jobs In The Field of Fabrics" -- creating cottons, woollens, and synthetics. Speakers: Hope Skillman of Skillmill, Inc.; Ruth Montrose of Ruth Montrose Ltd.; Marjorie Holligan of Celanese Corp. of America. Tuition fee for series, \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER 5 MITCHELL PLACE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Oct. 10	EXHIBITION OF ISLAMIC METALWORK Examples of Islamic jewelry in gold filigree and stone inlay and enamel in addition to Islamic metalwork from 7th to 17th century from Persia, Mesopotamia, Syria, and Egypt. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
Wednesday Oct. 10- Dec. 2	"ELEMENTS OF DESIGN" ON EXHIBITION New experiment in visual education prepared by the Dept. of Circulating Exhibitions on 24 cardboard panels. Ideas basic to all designing are introduced in dramatic pictorial form, with photographs, photomontages, drawings and color reproductions telling the story. Examples of design from every field: painting, sculpture, architecture, and natural and human forms. Open to public. Publicity: Sarah Newmeyer, CI. 5-8900	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Oct. 11 1:00 P.M. Luncheon	FALL READY-TO-WEAR DESIGNERS' COLLECTION Presentation of Saks 5th Avenue's Fall Ready-To-Wear Designers' Collection during luncheon. Open to public. Press by invitation. Publicity: Helen Kauper, PL. 3-4000. Plaza Publicity: Bonnie Donahue, PL. 3-1740.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 11 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW A collection of mid-season hats for street wear and after five. Open to public. <u>Press strictly by invitation.</u> Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 11 2:30 P.M., 6:30 P.M.	SHOWING OF CLASSICS BY HENRY ROSENFELD Russeks' "Classic Corner" will feature two special showings of fashions by Henry Rosenfeld, illustrating his popular creative genius. Mr. Rosenfeld will be present and will speak. Open to public. Publicity: WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR "CLASSIC CORNER"
Oct. 12	COLUMBUS DAY (Friday)		
Friday Oct. 12 4:00 P.M.	FASHION SHOW FOR BENEFIT OF HOSPITAL John Walther fashion show for benefit of Rush Memorial Hospital, featuring a collection of original designs by Stefan, fashion director, Walther Fabrics, as well as costumes by such distinguished designers as Philip Mangone, Maurice Rentner, Vera Maxwell, Rose Barrack, Jo Copeland, Morris Kraus, and Davidow. Tickets: \$2.00 plus tax. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS	BARCLAY HOTEL PHILADELPHIA, PA.
Saturday Oct. 13 11:30 A.M., 2:30 P.M.	FASHION SHOW: "THE COSTLY CUSTOM-LOOK" Simplicity fashion show at Bloomingdale's featuring "The costly custom-look--clothes tailored for you and by you." Open to public. Publicity: Karen Hollis, VO. 5-5900, Ext. 571.	BLOOMINGDALE'S & SIMPLICITY PATTERN CO.	FABRIC DEPARTMENT 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Oct. 16 5:30 P.M.	SERIES OF COURSES BY ELIZABETH ARDEN A series of 8 Tuesday evening lectures and demonstrations on "top-to-toe" grooming under the personal supervision of Elizabeth Arden. The first lecture will emphasize diet and exercise; others will include: care of the hair and styling; importance of a good speaking voice; care of hands and feet; color harmonies; skin treatment; and special problems of the career girl. Different types of figures will be analyzed and proper weight and measurements will be discussed. Price of course: \$5.00. Contact: Town Hall, WI. 7-5300.	WORKSHOP DIVISION	123 WEST 43RD STREET NEW YORK CITY 18
Wednesday Oct. 17 10:00 A.M. Breakfast	PRESS PREVIEW: NEW CRUISE MILLINERY Press preview of Mary Goodfellow's original designs in cruise millinery. Press strictly by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW (23½ EAST 61ST ST.)	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 17 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW Dramatic collection of "Airborne" hats by Robert Dudley will be shown during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.	ROBERT DUDLEY (54 EAST 56TH ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 17 1:00 P.M. Luncheon	FALL FASHIONS, FURS AND ACCESSORIES A complete showing of Fall fashions during luncheon, along with the latest accessories. Also, furs from The Tailored Woman's new fifth floor salon. Open to public. Press by invitation. Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 17 5:00 P.M.- 8:00 P.M.	PARTY FOR NATIONAL COORDINATING DIRECTOR Mlle. is having a party for Edith Brazwell Evans, who is filling the newly created post of National Coordinating Director of the magazine. Mrs. Evans will be in charge of the long deferred post-war expansion of Mlle's regional offices, and will intensify merchandising and promotional activities between the magazine and leading stores and fashion markets throughout the country. By invitation only. Contact: Frances Hughes, Special Projects Director, MU. 3-8910.	MADemoiselle	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 17 6:30 P.M.	ANNUAL MEETING OF CORSET ASSOCIATION Annual dinner-meeting with recommendations for short range and long range planning. Open to members. Contact: Fletcher D. Dodge, GR. 5-6733.	CORSET & BRASSIERE ASSOCIATION OF AMERICA	WALDORF-ASTORIA PARK AVE. & 50TH ST.
Thursday Oct. 18 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW New Fall and Winter fashions from Macy's Little Shop. Open to public. Press by invitation. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM
Saturday Oct. 20	NEWSSTAND DATE: CHARM MAGAZINE Theme of Charm's November issue: "Beauty--And Hats To Frame It." Publicity: Kay Vollers, MU. 3-8910.	STREET & SMITH PUBLICATIONS	122 EAST 42ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Presentation of Russeks' new costume suits, furs, and dresses for Fall and Winter. Open to public. Press by invitation. Publicity: WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Oct. 23 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON New Fall and Winter millinery by Peg Fischer will be shown during luncheon. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 23 2:30 P.M.	INTRODUCING NEW BRIDAL SHOP Bridal fashion showing to introduce the new Saks 34th Street Bridal Shop. Tea and refreshments will be served. Press and public are invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	5TH FLOOR
Tuesday Oct. 23- Oct. 26 2:30 P.M.; 8:45 P.M.	NEW YORK TIMES ANNUAL FASHION SHOW "Fashions Of The Times--4th Edition," annual dramatic style presentation created by N. Y. Times Fashion Editor Virginia Pope. Leading New York manufacturers, designers, fabric and accessory houses, and stores are co-operating in a forward-looking show, with styles for Spring and Summer, 1946 and the Christmas Holiday season. Especially created costumes by top American designers will show what their genius can achieve when all restrictions have been removed. Show produced, staged, and directed by Miss Francis Bemis. Sets designed by A. A. Ostrander. Tickets: \$1.80 each, entire proceeds to Greater N. Y. Fund. Contact: Times Promotion Dept., LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
Wednesday Oct. 24 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Rose Sapphire will present her new Fall and Winter millinery during luncheon. Open to public. Press by invitation. Contact: Rose Sapphire, WI. 2-4374. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ROSE SAPPHIRE HATS (501 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SELECTED FASHIONS "The Individual Look" in clothes by Ruby Ross will be presented during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.	RUBY ROSS (6 EAST 53RD ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 24- Oct. 25	NINETEENTH ANNUAL MEETING Annual meeting of Cotton-Textile Institute will consist of 2 general sessions and 5 forums at which industry problems will be analyzed and discussed by specialists. Open to members and press. Contact: WO. 2-0270.	COTTON-TEXTILE INSTITUTE (320 B'WAY)	WALDORF ASTORIA JADE ROOM
Thursday Oct. 25 1:00 P.M. Luncheon	NEW FALL AND WINTER FASHIONS Luncheon showing of afternoon and dinner dresses, coordinated with millinery, featuring dressy jersey and new color combinations. Open to public. Press by invitation. Contact: Miriam Landey, RE. 7-1310. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MIRIAM LANDEY (22 EAST 65TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 25-	SIXTH ANNUAL CHICAGO TRIBUNE FASHION SHOW	CHICAGO TRIBUNE	WGN MAIN STUDIO CHICAGO, ILLINOIS
Oct. 26 2:30 P.M.; 8:30 P.M.	Two matinee and two evening presentations of the 6th Annual Chicago Tribune fashion showings--top designs in women's apparel and teen-age divisions which received cash awards totaling \$6,350. Contact: A. M. Kennedy, Sunday Editor.		
Saturday Oct. 27	NAVY DAY: PRESIDENT TRUMAN WILL BE IN N.Y. FOR FLEET REVIEW AND PARADE. HE WILL COMMISSION THE NEW CARRIER FRANKLIN D. ROOSEVELT AT THE N.Y. NAVY YARD IN BROOKLYN, AND WILL TAKE PART IN AUTOMOBILE PARADE FROM BATTERY TO CENTRAL PARK, WHERE HE WILL MAKE NAVY DAY BROADCAST.		
Monday Oct. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON	FARQUHARSON & WHEELLOCK (23 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Custom-order fashions for Fall and Winter will be shown during luncheon, with Farquharson & Wheelock's typical attention to fine details and rich fabrics. Open to public. Press by invitation. Fashion Show Director & Commentator: Mary Alice Rice, PL. 3-4500.		
Monday Oct. 29- Oct. 31	ANNUAL FORUM	NEW YORK HERALD TRIBUNE	WALDORF-ASTORIA GRAND BALLROOM
	"Responsibility of Victory" will be the general subject of the New York Herald Tribune's annual forum to be held on Mon. evening, Oct. 29; Tues. afternoon and evening, Oct. 30; and Wed. evening, Oct. 31. Publicity: Elsa Lang, Promotion Department, PE. 6-4000.		
Tuesday Oct. 30 11:00 A.M. Breakfast	PRESS PREVIEW: NEW SPRING MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
	"Holiday In Spring"--Press Preview of "festival" hats and models for advance Spring. (This collection will be presented by Walter Florell in Hollywood on Nov. 20 to tie in with the opening of the Santa Anita race meet on Jan. 11.) <u>Press strictly by invitation.</u> Publicity: Mr. Frederick, PL. 5-0895.		
Tuesday Oct. 30 1:00 P.M. Luncheon	NEW "NECESSARIES" DURING LUNCHEON	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
	A showing of Arpad's new "Necessaries" including fancy ascots, blouses, stoles, costume jewelry, etc. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 30- Oct. 31 8:30 P.M.	"SMART NEW YORK" FASHION SHOW	SMART MAGAZINE (60 E. 42ND ST.)	ST. REGIS HOTEL ROOF
	<u>Smart</u> , "the Magazine for the American Woman," will present a coordinated Fashion Showing of significant styles from leading fabric houses and manufacturers of N.Y. Called "Smart New York," it will feature advance fashions including furs and accessories. Admission: \$10 per person. Fashion coordination, commentary and publicity: Viola Shefer, PL. 3-3173. For reservations, contact: MU. 2-4912.		
Wednesday Oct. 31 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	SADA SACKS, INC. (671 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
	Fall and Winter collection of Sada Sacks will be shown during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.		

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Wednesday Oct. 31 1:00 P.M. Luncheon	NEW FALL AND WINTER FASHIONS New Fall and Winter fashions by Mme. E. La Jeune Fille. Open to public. Press by invitation. Contact: PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MME. ET LA JEUNE FILLE (30 EAST 54TH ST.)	WALDORF-ASTORIA SELT ROOM
Monday Nov. 5 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON A luncheon showing of Maximilian's luxurious fur fashions. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	MAXIMILIAN FURS INC. (20 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Nov. 5	SPRING OPENINGS: GUILD SHOE LINES Spring openings of shoes for January and February with advanced lines and styles to coordinate with fabric, apparel, and accessory markets. This is the first in the pre-planned 5 showings yearly schedule of the Guild, a part of the merchandising time-table to enable shoe styles to be closer to ready-to-wear styling. Contact: Kate Goldstein Kamen, Exec. Secy., RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOE MANUFACTURERS SHOWROOMS
Beginning Monday Nov. 5	OPENING OF FOGA SPRING LINES In accordance with the practice followed in recent seasons, the guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG ROSE BARRACK CO. WILLIAM BASS DRESSES ANTHONY BLOTTA CAPRI FROCKS CARLYE DRESSES DEITSCH, WERSBA, COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA FRED GREENBERG JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESSES JUNIOR LEAGUE FROCKS KAPLAN & LABOIS SAMUEL KASS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC.	INDIVIDUAL NEW YORK SHOWROOMS MORRIS & MARCUS PARNIS-LEVINSON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE HANNAH TROY INC.
Wednesday Nov. 7 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOWING New millinery for the 1946 season will be shown during luncheon. Open to public. Press by invitation. Contact: PL. 8-2966. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SELT ROOM
Wednesday Nov. 14 4:00 P.M.- 6:00 P.M.	"JUDY BOND'S FOR VICTORY" A unique fashion presentation to be given by Bloomingdale's in conjunction with Judy Bond Inc., characterizing the woman of today in blouses for every occasion. Commentator: Vyvyan Danner, fashion director, Fox Movietone News. Press by invitation only. Publicity for Judy Bond: Billie Gould Inc., LA. 4-8773. Publicity for Bloomingdale's: Karen Hollis, VO. 5-5900.	JUDY BOND INC. & BLOOMINGDALE'S	PLAZA HOTEL TERRACE ROOM
Monday Nov. 19 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING FABRICS Spring fashions in Everfast Fabrics by top American designers. <u>Press strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	EVERFAST FABRICS	WALDORF-ASTORIA LE PERROQUET SUITE

# MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Just  
Opened PREMIERE: "WEEKEND AT THE WALDORF" (Movie) RADIO CITY MUSIC HALL  
MGM's all-star production featuring Ginger Rogers, Walter Pidgeon, Lana Turner, Van Johnson, and others--the story of several people of varied callings who spend a few days at the Waldorf-Astoria in New York. Ted Saucier, Waldorf Publicity Director, was technical adviser for the movie. Director: Robert Z. Leonard. Producer: Arthur Hornblow, Jr. Costumes: Irene. On the stage, "Golden Harvest". MGM Publicity: Herbert Crooker, BR. 9-7800.
- Friday  
Oct. 5 N.Y. PREMIERE: "STORY OF G.I. JOE" (Movie) GOTHAM THEATRE, B'WAY & 47TH  
Ernie Pyle's "Story of G.I. Joe", United Artists picture, will have a dual Broadway run, with the premiere at the Gotham Theatre on the evening of Oct. 5th (reserved seats only). This Lester Cowan production will be shown at the Globe Theatre too, beginning Oct. 6th. Starring Burgess Meredith as Ernie Pyle, great war correspondent and Pulitzer Prize winner. Reserved seats at Gotham Theatre, \$2.40 top. Regular prices at Globe Theatre. Director: William Wellman. Publicity: Tess Michaels, BR. 9-7300.
- Saturday  
Oct. 6 OPENING: "POLONAISE" ALVIN THEATRE, 52ND ST. WEST OF B'WAY  
New musical about liberation of Poland, with prologue taking place in the United States in 1783, and action then moving to Cracow and Warsaw, Poland. Jan Kiepura sings leading role of Kosciusko, and Riabouchinska is the ballerina. Cast also includes Marta Eggert, Rose Inghram, Curt Bois, and others. Produced by W. Horace Schmidlapp in association with Harry Bloomfield. Music by Bronislaw Kaper (partially adapted from music by Chopin). Choreography: David Lichine. Settings: Howard Bay. Costumes: Mary Grant. Publicity: Karl Bernstein, CI. 6-0427.
- Sunday  
Oct. 7- OPENING: BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET  
Nov. 6 S. Hurok's Ballet Theatre "Fall Jubilee Season" with new works added to the 4-week repertory. Markova, Dolin, and Eglevsky will appear regularly.  
Sun. Oct. 7 -- Gala Premiere -- GISELLE; FANCY FREE; HELEN OF TROY.  
Mon. Oct. 8 -- LES SYLPHIDES; UNDERTOW; PAS DE DEUX; GRADUATION BALL.  
Tues. Oct. 9 -- SWAN LAKE; ON STAGE (N. Y. PREMIERE); BLUEBEARD.  
Wed. Oct. 10 -- GRADUATION BALL; PILLAR OF FIRE; PRINCESS AURORA.  
Thurs. Oct. 11 -- ROMEO AND JULIET; ON STAGE; PAS DE DEUX; FANCY FREE.  
Fri. Oct. 12 -- SWAN LAKE; UNDERTOW (with Laing); GRADUATION BALL.  
Publicity: Barry Hyams, PL. 3-0820.
- Beginning  
Monday NEW YORK CITY SYMPHONY CONCERTS, NEW YORK CITY CENTER, 131 WEST 55TH STREET  
Oct. 8 Leonard Bernstein will conduct the New York City Symphony in a series of 12 Monday evening concerts at 8:30 P.M. Also "Symphonies At 6," Tuesdays, from 6 to 7:30 P.M. Contact: N. Y. City Center, CI. 6-8989.
- Tuesday  
Oct. 9 OPENING: "THERESE" BILTMORE THEATRE, 47TH ST. WEST OF B'WAY  
New play about time of 1870, adapted by Thomas Job from Emile Zola's novel "Therese Raquin", and starring Eva LeGallienne, Dame May Whitty, Victor Jory, Annette Sorell, and others. All hats designed by Helene Garnell and of particular interest as leading character takes part of a hat designer whose model called "The Boater" sweeps all Paris. Staged and directed by Margaret Webster. Produced by Victor Payne Jennings in association with Bernard Klawans. Settings and Costumes: Raymond Sovey. Publicity: Richard Maney, WI. 7-6939.